



For Immediate Release  
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### Winners of the first and foremost AFE Awards in the Asia Pacific Region

Asia's premium funeral trade fair, Asia Funeral Expo (AFE) will set its stage up for the industry 5<sup>th</sup> year in a row at the Hong Kong Convention & Exhibition Centre, gathering the traders to the annual gathering for trading, learning, sharing and networking.

Featuring the yearly theme "Think Globally, Act Locally" in this edition, the AFE organizing team is committed to make a breakthrough to the perception of the regional limitation of industry. **AFE Awards** is launched as the premier award system dedicated to the funeral industry across Asia-Pacific. It is set to bring recognition to the well-established, serious and experienced funeral business operators which at the same time encourage interaction, learning and inspiration from several mature business models.

"Applications have been encouraging and we are very pleased to received numbers of quality proposals and presentations from applying companies. Their passion and visions in crossing the border has strongly injected new elements to AFE, which we trust is propelling towards professionalism and has gradually defined a new concept of the funeral industry," said Mr. Kenny Lo, Chief Executive of the organizer, Vertical Expo Services Co. Ltd.

**AFE Awards 2012** is now stepping into the final stage since it first opened for application in last August. Papers are collected and judging panels are rated based on 4 main criteria: Corporate Philosophy, Designs and Services, Social Responsibility, Professionalism.

"I'm very much honored to be one of the judging panels. I think it is very meaningful for me to participate in funeral culture development of Asia & World," commented by Mr. Dong-Won Kim, President of Korea Funeral Director Association, who is one of the panels along with representatives from Australian Funeral Directors Association, the R.O.C. Funeral Ceremony Association (Taiwan) and the National Funeral Directors Association (U.S.A.).

With careful analysis and understanding, ratings and comments have shaped the results as follows corporates have passed through the majority of acknowledgement: (listed in alphabetical order)

Cosmopolitan Funeral Homes Inc., the Philippines  
Fu Shou Yuan, China  
InvoCare Ltd, Australia  
Mount Vernon Sanctuary Pte Ltd, Singapore  
NV Multi Asia Sdn. Bhd, Malaysia  
St. Peter's Memorial Chapels, the Philippines  
Won Ann Funeral Enterprise Organization, Taiwan

The AFE Awards Presentation Ceremony will be held on the 17<sup>th</sup> May 2012 along with the International Dinner at the Hong Kong Convention and Exhibition Centre, echoing and celebrating the 5<sup>th</sup> Anniversary of AFE. Over 500 international industry players have already registered for their attendance.

An AFE Awards Showcase area will be designated for winning units to display their products and presentations at the AFE exhibition area throughout the 3-day period.

Concurrent event AFE Conference is continuing to provoke interaction and discussion. Speakers from Australia, China, Japan, Malaysia, Taiwan, U.S.A. are going to present latest industry trends on regional market and practices as well as technological breakthrough on cremation, social media and embalming.

Registration for the AFE Expo and Conference is available online at [www.AsiaFuneralExpo.com](http://www.AsiaFuneralExpo.com) and the organizer welcome international delegate to join them in Hong Kong.

### About the Organizer

Vertical Expo Services Company Limited (VES) is specialized in organizing international trade fairs and conferences, cover a variety of industries in Hong Kong, Macau, Chinese Mainland and Taiwan. VES is headquartered in Hong Kong and works closely with different trade and industry associations. For further show information or media enquiries, please visit AFE website [www.AsiaFuneralExpo.com](http://www.AsiaFuneralExpo.com) or contact the organizer.

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